ABSTRACT

CAPITAL BUDGETING ANALYSIS ON FIXED ASSET INVESTMENT PROPERNESS AT J'WAISTEWEAR STORE (A GARMENT COMPANY IN BANDAR LAMPUNG)

By

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This research was aimed to analyze two investment Suggestions that done by J'waistewear Store (a garment company) in Bandar Lampung. The investment suggestions are form of machine replacement investment or machine replenishment investment. The type of this research was descriptive quantitative research, aimed to describe the existing phenomenon by showing the nominal data. Capital Budgeting analysis was used to measure the properness of the investment at J'waistewear Store. The Capital Bugdgeting's method were Payback Period Methode (PBP), Average Rate of Return Method (ARR), Net Present Value Method (NPV) and Profitability Index Method (PI). Based on the result of the research, it can be concluded that machine replacement investation was preferred rather than machine commutation investment, because from all of the measurement of the tools of analysis at J'waistewear Store the machine replenishment investment showed more effective and efficient result than machine commutation investment.

Keywords : average rate of return, capital budgeting, fixed asset investment, net present value , payback period, profitability index.

ABSTRAK

**ANALISIS CAPITAL BUDGETING TERHADAP KELAYAKAN
INVESTASI AKTIVA TETAP PADA J'WAISTEWEAR STORE
(PRODUSEN PAKAIAN DI BANDAR LAMPUNG)**

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Penelitian ini menganalisis 2 usulan investasi yang akan dilakukan oleh J'waistewear Store (produsen pakaian) di Bandar Lampung. Usulan investasinya yaitu usulan investasi penggantian mesin atau usulan investasi penambahan mesin. Tipe penelitian ini merupakan penelitian Deskriptif Kuantitatif, yang bertujuan memaparkan gejala/fenomena yang ada dengan jalan memaparkan data yang berupa angka-angka. Alat analisis yang digunakan untuk menilai kelayakan usulan investasi pada J'waistewear Store adalah *Capital Budgeting* dengan menggunakan metode *Payback Period* (PBP), *Average Rate of Return* (ARR), *Net Present Value* (NPV), *Profitability Index* (PI). Berdasarkan hasil penelitian ini dapat disimpulkan bahwa usulan investasi yang dipilih adalah usulan investasi penambahan kapasitas, karena dari semua perhitungan alat analisis data menunjukkan pada J'waistewear Store usulan investasi penambahan mesin lebih efektif dan efisien dari usulan penggantian mesin.

Kata Kunci : average rate of return, capital budgeting, investasi aktiva tetap, net present value, payback period, profitabillity index.